WASHINGTON DEPARTMENT OF HEALTH USAGE GUIDELINES FOR
SMOKE-FREE WASHINGTON MATERIALS

Color Designations/Builds
SPOT (PMS) COLORS for the *Smoke-Free Washington* logo are 100% PMS 355 LIGHT GREEN, 100% PMS 367 DARK GREEN and 100% PMS 293 DARK BLUE.

4-COLOR PROCESS (CMYK) Builds for these colors are
LIGHT GREEN = (30%C, 0%M, 70%Y, 0%K)
DARK GREEN = (90%C, 0%M, 100%Y, 0%K)
DARK BLUE= (100%C, 60%M, 0%Y, 0%K)

RGB Builds (broadcast, Web or PowerPoint use) are:
LIGHT GREEN = (179R, 222G, 83B)
DARK GREEN = (26R, 148G, 49B)
DARK BLUE=(12R, 65G, 154B)

Typography
The TYPEFACE used in the *Smoke-Free Washington* logo is Franklin Gothic. The logotype has been custom kerned and some letters have been redrawn or adjusted as needed. Therefore the logotype should NEVER be approximated by retyping the identity's text component.

When designing collateral material for *Smoke-Free Washington* Gill Sans can be used as an alternative to Franklin Gothic. For template materials please use Arial 12 pt for text, Arial 14 pt bold for headlines and Arial 12 pt bold for subheads.

Minimum Size Reproduction
The *Smoke-Free Washington* signature must always be reproduced so the x height of the *Smoke-Free Washington* state shape measures a minimum of .5" high to ensure all elements of the identity are legible. (See **A.** below for reference)
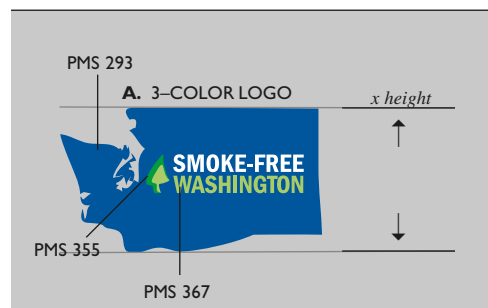
Color Breaks (A. - E. BELOW)
• REPRO IN PMS COLORS: When the *Smoke-Free Washington* signature appears in full color (3 PMS colors), it should always print 100% PMS 355 LIGHT GREEN, 100% PMS 367 DARK GREEN and 100% PMS 293 DARK BLUE.

• REPRO IN 4-COLOR PROCESS: In situations where the logo reproduces in process color, ONLY use the color build formula listed under "color designations." The color builds have been carefully selected and do not correspond to the automatically translated versions.

• REPRO FOR BROADCAST OR POWERPOINT: When the signatures appear in broadcast media (television, film, video), Web design or PowerPoint, use the available, specified versions of the RGB color signatures. Where the broadcast or screen background would impede the legibility of the affiliate signature, use the affiliate signature as pure white on dark backgrounds and pure black on light backgrounds. (See below for reference)

• REPRO IN ONE COLOR: When the signatures must appear in 1-color it must always print Process Black or 100% PMS 293 DARK BLUE. It may also be reversed out of a solid or dark background. (See **B.** and **E.** below for reference).

A. 3–COLOR LOGO
PMS 293
x height
PMS 355
PMS 367

B. 1–COLOR PMS 293

C. KNOCK OUT 1–COLOR

D. KNOCK OUT CMYK

E. 1–COLOR BLACK
100% K
38% K
17% K